



City of Santa Clara
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Santa Clara, CA 95050



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City of Santa Clara Campaign 2006

Ethics in government begins at the ballot box

Every vote counts in building public trust and confidence in government

Survey identifies how public wants candidates to behave

Only a small number of cities in the nation have the courage and commitment to ask citizens questions about their trust of local government and the ethics of local leaders – and Santa Clara is one of them, according to researchers from Santa Clara University who recently conducted a survey to determine what leadership behaviors are most important to local residents.

“Public trust is very much at risk during campaigns for office,” explained Thomas E. Shanks, Ph.D., a professor at Santa Clara University and head of the research team. “Most residents have very clear ideas about acceptable and unacceptable campaign behavior. Voters are looking for candidates who know the difference between right and wrong and act from that knowledge.”

Survey participants identified several behaviors they did NOT want to see in Santa Clara leadership and political campaigns:

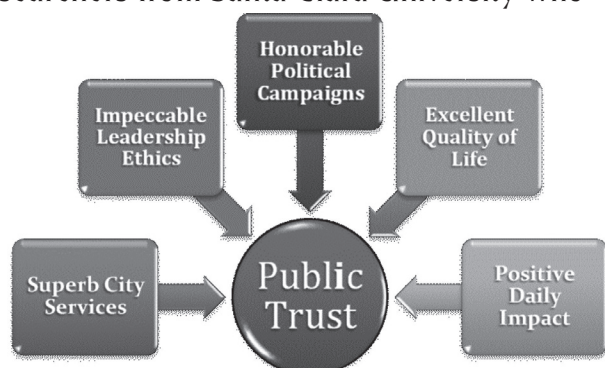
- Do not launch unfair attacks on individuals or groups
- Do not advance narrow political or personal interests or ambitions
- Do not blame someone or some group unfairly
- Do not take credit for something that many people had a hand in creating
- Do not support a person, policy or issue by overstating, understating, fabricating, denying or evading the truth of these results

“Candidates don’t just have to worry about winning,” Shanks said. “They have to understand that they have an obligation to do no further harm to public trust and confidence in government because of their actions during a campaign.”

What are the most important behaviors City leaders ought to practice in order to deepen public trust and public confidence?

The survey said...

- **Honesty** ■ **Dependability** ■ **Financially prudent**
- **Acting with integrity** ■ **Responsibility** ■ **Impartiality**
- **Accountability**



Honorable election campaigning is a key element in building public trust and confidence in government.

Ethics and Values Program a top priority in Santa Clara

Eight years ago, the City of Santa Clara established an Ethics and Values Program to develop a practical guide to help City officials be “at their best” everyday as ethical and values-centered leaders. After an extensive public process, the City Council adopted a new Code of Ethics and Values in 2000.

From the beginning, the mission of the Ethics and Values Program was to foster public trust and confidence in the City’s government and services by promoting and maintaining the highest standards of professional conduct among elected and appointed officials, City staff, and City volunteers.

A special effort was launched in 2000 to include candidates and their supporters in the Ethics and Values Program. Workshops on ethical campaign strategies and tactics are now held before and after each election, and candidates are asked to pledge they will conduct ethical campaigns.

The Vote Ethics publication and other communication activities this fall are designed to help voters make the ethics and core values of candidates important criteria in selecting who will get their vote.

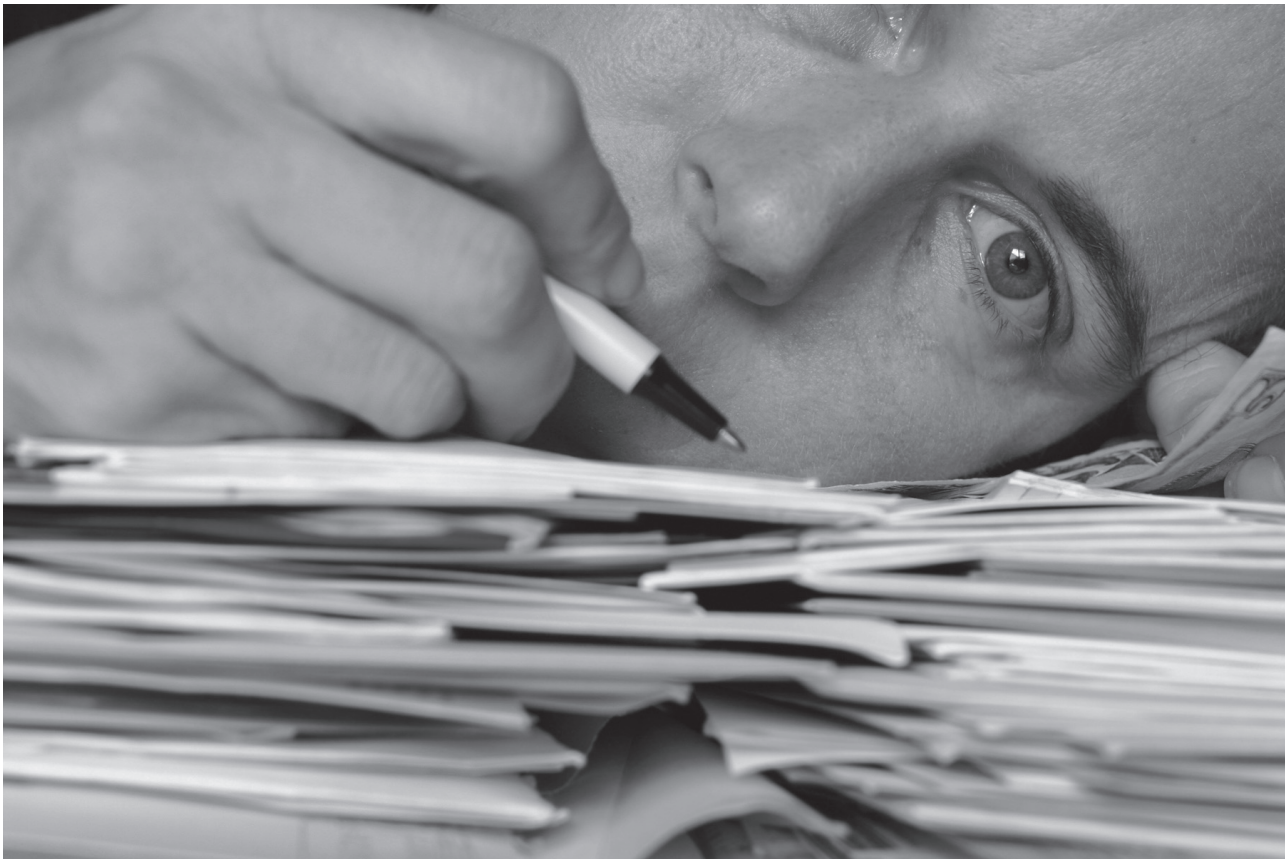
More information about the Ethics and Values Program is available on the City’s website at www.ci.santa-clara.ca.us.

Citizen checklist for evaluating candidates

As best as you can tell, have the candidates you are favoring ...

- Told the truth about themselves?
- Focused on issues relevant for Santa Clara?
- Told truths about opponents that were important for voters to know?
- Pointed out differences between themselves and opponents that are relevant to the political office?
- Treated opponents with dignity and respect?
- Fought fairly and avoided demeaning or irrelevant personal attacks?
- Never tried to confuse or mislead voters?
- Clearly identified who was behind any committee that is candidate controlled?
- Took responsibility for any mistakes they made or mistakes made by volunteers or consultants?
- Criticized unfair, dishonest or disrespectful attacks by committees not controlled by the candidate?
- Kept their Vote Ethics promises?





Look closely at campaign mailings

Many brochures that “endorse” a variety of candidates for different offices are actually paid-for advertising by the candidates themselves.

The group that appears to be mailing the piece usually has a vague name that references family values, public safety, education, the environment, or even a political party. There is nothing wrong with candidates using some of their campaign funds to be part of a co-op mailing with other candidates, but is it ethical if voters are misled into thinking these are independent endorsements? Reading the small type will tell a voter a more complete story.

Any individual or organization can send a political mailer or place an advertisement about a candidate, without the candidate’s knowledge or approval.

These efforts do not count in the candidate’s reporting of how much money was spent on the campaign. This type of political marketing is called “independent expenditures” and its purpose has been to uphold the Constitutional guarantee of free speech while encouraging an active public dialogue about candidates and issues. Requirements that candidates and their campaign workers be totally uninvolved in these efforts are strictly enforced. Unfortunately, independent expenditures have sometimes become vehicles for nasty “hit” pieces on a candidate’s opponent. Reading the small type will help a voter identify the true source and purpose of each campaign piece.

Most candidates create a committee name to accept contributions.
Often, these committees have names like “Committee to elect ...” or “Friends of ...” The candidate is issued a campaign identity number by the California State Fair Political Practices Commission and it must appear on every political marketing piece. Voters can contact the FPPC to clarify who is behind the committee and whether it is controlled by the candidate or another group.

City of Santa Clara Code of Ethics & Values

Ethical
Professional
Service-Oriented
Fiscally Responsible
Organized
Communicative
Collaborative
Progressive

Must-see TV

Two Santa Clara Candidate Forums will be broadcast live on municipal Cable Channel 15 in October and November. The public is also invited to attend the events in person at the Council Chambers, 1500 Warburton Ave.

The first Candidates Forum will be held Monday, Oct. 16, from 7 to 9:30 p.m. and is co-sponsored by the Santa Clara Citizen’s Advisory Committee, “Santa Clara Weekly” newspaper and the Santa Clara Chamber of Commerce and Convention-Visitors Bureau. The forum will be rebroadcast on Cable Channel 15 on the following dates and times: October 17 and 18, 7 p.m.; October 19, 4 p.m.; October 20, 7 p.m.; October 21, 1 p.m.; and October 22, 4:30 p.m.

A second Candidates Forum, “The Final Word,” will be broadcast live on Cable Channel 15 at 7 p.m. on Monday, Nov. 6, the night before the election. This will be an opportunity for candidates to debate any last-minute issues and for voters to ask candidates about the campaign tactics they used.

Video tapes of the first Candidates Forum can be checked out from the library.

We the People

insure domestic Tranquility, provide for the common defence and our Posterity, do ordain and establish this Constitution for

Article I.

Section 1. All legislative Powers herein granted shall be vested in a Congress of the United States, which shall consist of a Senate and House of Representatives.

Section 2. The House of Representatives shall be composed of Members chosen every second Year by the People of the several States, and the Electors in each State shall have the Qualifications requisite for Electors of the most numerous Branch of the State Legislature.

“Democracy is the most delicate of political systems. Kings had divine right. Tyrants use force. But the authority of democratically elected leaders draws on nothing more substantial than a contract with the people: legitimacy hangs from a single skein of public trust. That trust cannot be obtained by force or mandated by law... Without trust, democracy dies.”

Democracy

Newsweek International
July 23, 2004

Demand a fair fight

Campaigns can be highly critical and hard-hitting...and still honest, fair and respectful.

Staying true to a code of ethics and values does not mean that a candidate is limited to only saying nice things — or nothing — about the opponent. Half of all voters complain they don't have enough information on which to base their vote. Honest campaigns give voters facts and context, not half-truths or no truths. Fair campaigns raise issues relevant to the job, not personal or petty attacks. Respectful campaigns never forget that the opponent is a human being and a neighbor who wants to do public service. Respect does not look like “win at all costs” or “crush the competition.”

Fair

- Criticism of a voting record
- Criticism of a policy position
- Comparison of candidates' experience
- Questions about leadership ability



Unfair

- Personal attacks
- Rumors and innuendo
- Distortions and lies
- Unsubstantiated charges of misconduct



Show us the money

Campaign Disclosure Statements

Every candidate for public office in California is required to file periodic campaign disclosure statements that list personal financial information and sources of campaign contributions. Any contribution of \$100 or more must include the name, address and employer of the contributor.

Voluntary Campaign Expenditure Limit

In 2000, the City of Santa Clara enacted a voluntary campaign expenditure ordinance. If a candidate agreed to stay within a campaign spending limitation, the candidate could accept campaign contributions from a single source of up to \$500 and the City pays half the cost of the candidate's statement of qualifications printed in the ballot pamphlet. If the candidate did not agree, contributions were limited to a maximum of \$250 from a single source and the candidate must pay 100% of the cost of having a statement of qualification printed in the ballot pamphlet (about \$2100).

The original expenditure maximum was \$25,000 and is adjusted for cost of living increases. For the November, 2006 election, the voluntary maximum expenditure is \$29,300. Candidates who have agreed to abide by the voluntary campaign expenditure ordinance are listed on the City's website at www.ci.santa-clara.ca.us and a list is available at the City Clerk's Office at City Hall, 1500 Warburton Ave.

Which comes first – Trust and confidence in government? Or satisfaction with City services?

Public trust in City officials is strongly related to the ratings residents give to City services and their perceptions about quality of life in Santa Clara. The more satisfied a resident is with City services, the more trust the resident has that City officials are operating with the best interests of residents at heart. Survey results show the reverse is also true.

Santa Clara can feel good that most residents who participated in the survey said that they:

- Have pride in the City and feel it is “going in the right direction.”
- Believe that the City is a safe place, a good place to raise a family or conduct business, a good place to retire and to spend leisure time.
- Perceive the City to be, overall, a good place to live.
- Evaluate very highly many City departments and services including Library, Fire, Utilities, Parks, Recreation, Police, Garbage, Streets, Permits, and Code Enforcement.

The survey showed that the public has concerns about the performance and ethics of officials at other levels of government – especially federal and state – but that most residents highly rate City leaders for ethical behavior.

“The City Council and the City Manager supported an open, honest, and impartial survey in which we asked some tough questions that could have generated answers they didn't want to hear,” said Thomas E. Shanks, Ph.D., of the Santa Clara University survey research team. “Residents should expect nothing less, but should recognize that this takes courage and character.”

Many political mailers arrive the weekend before Election Day. Their timing may be part of a strategy to gain top of mind awareness in voters immediately before they head to the polls. But occasionally, these last minute mailers have a different purpose – they make unsubstantiated negative charges about an opponent, knowing there is no time for that candidate to respond.



Last minute mailings

Last minute mailers should receive careful reading and thoughtful consideration. What is the purpose of the mailer? Is

it for you to remember a candidate's name and qualifications as you approach

the ballot box? Or is it to make last-minute, unfair negative comments about an opponent? “The Final Word” Candidates Forum on November 6 will focus on these mailings.



The privilege of democracy ... the right to vote

Q: Who is eligible to vote in California?

- According to the Santa Clara Valley Registrar of Voters, the requirements are:
- At least 18 years old by Election Day
 - A U.S. citizen
 - A California resident
 - Registered at least 15 days before the election
 - Not in prison or on parole for a felony
 - Not declared mentally incompetent by court action

Q: How do I register to vote?

- California has postcard registration and the postcards are available at many convenient locations including:
- Registrar of Voters, 1555 Berger Dr. Bldg #2, San Jose
 - U.S. Post Offices
 - Santa Clara City Library and other public libraries
 - Santa Clara City Hall, 1500 Warburton Ave., Santa Clara
 - Department of Motor Vehicles offices

You may also call the Registrar of Voters at (408) 299-VOTE [8683], or toll free (866) 430-VOTE [8683]. A postcard will be sent to you. Or you can register online through the Office of the Secretary of State at www.ss.ca.gov/elections/votereg1.html



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California’s Fair Political Practices Commission

Its mission: to promote the integrity of representative state and local government in California through fair, impartial interpretation and enforcement of political campaign, lobbying, and conflict of interest laws.
1-866-ASK-FPPC
(1-866-275-3772)
www.fppc.ca.gov



Q: What information will be required?

- Your first, middle and last names.
- Your residence address, where you live. P.O. boxes, business and mailing addresses cannot be used for your residence address. If you do not have a residence address, contact the Voter Registration Division at (408) 299-8683 for assistance.
- Your mailing address, if different from your residence address. You may receive voter information at any address you designate.
- Your birth date and birthplace (state or foreign country).

- Your California Drivers License or Identification number or the last 4 digits of your Social Security number. As of January 1, 2003, the Help America Vote Act of 2002 (HAVA) added a federal regulation requiring this information for every voter. This information is confidential and is not made public at any time.
- Your political affiliation, if any. If you do not want to be affiliated with party, select “Decline to State”. Forms without a party designation will automatically be registered as “Decline to State.”
- Your signature.

Q: Who has access to voter registration information?

Voter registration information is available to persons or groups for election, scholarly, journalistic, political, or governmental purposes as determined by the Secretary of State. All requests to view, purchase, or use voter registration information must be accompanied by a written application. Driver’s License and Social Security numbers are not shown on any of these publications.

Q: Does registering to vote put me on the list for jury duty?

No. Jury summons are sent randomly to U.S. citizens using a variety of source information including DMV records. Registering to vote does not increase the likelihood that you will be called for jury duty.

Ethical

Campaigning Pledge

Both the State of California and the City of Santa Clara ask candidates to sign a voluntary pledge to campaign ethically. The names of candidates who make this pledge are available online at the City’s website, www.ci.santa-clara.ca.us, and at the City Clerk’s Office in City Hall, 1500 Warburton Ave.

Excerpts from the Code of Fair Campaign Practices Pledge signed by candidates

1. I shall conduct my campaign openly and publicly, discussing the issues as I see them, presenting my record and policies with sincerity and frankness, and criticizing the record and policies of my opponent...which merit such criticism.

2. I shall not use or permit the use of character defamation, whispering campaigns, libel, slander or scurrilous attacks on any candidate or his or her personal or family life.

3. I shall not use or permit any appeal to negative prejudice based upon race, sex, religion, national origin, physical health status, or age.

4. I shall not use or permit any dishonest or unethical practice which tends to corrupt or undermine our American system of free elections, or which hampers or prevents the full and free expression of the will of voters...

5. I shall not coerce help or campaign contributions for myself or any other candidates from my employees.

6. I shall immediately and publicly repudiate support deriving from any individual or group which resorts, on behalf of my candidacy or in opposition to that of my opponent, to methods and tactics which I condemn...

7. I shall defend and uphold the right of every qualified American voter to full and equal participation in the electoral process.

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